

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/03 thru 08/09. (prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY														
THIS WEEK							PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		25.5% of 22,500 stores			35.3% of 22,500 stores				28.0% of 19,500 stores					
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LAR	RGE	
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			350	1.74	30	0.99	780	1.29	10	1.49	790	1.24	
G	White 18 pack			210	1.91			1,380	1.83	50	2.49	350	2.05	
U	Brown 12 pack			40	1.49									
L	USDA GRADE A													
Ā	White 12 pack	70	1.50	350	1.19	10	1.79	1,860	1.12			540	1.29	
R	White 18 pack			510	2.06			1,040	2.05			1,150	1.97	
	Brown 12 pack			10	1.99			10	1.19					
	USDA ORGANIC													
s	White 12 pack			240	2.50									
	Brown 12 pack			330	4.17	130	3.50	540	3.92	40	4.50	700	4.38	
P	OMEGA-3													
C	White 12 pack	20	2.99	2,150	2.34	170	2.81	550	2.53	100	1.89	1,780	2.38	
ī	Brown 12 pack							320	3.50			20	3.00	
A	CAGE-FREE													
L	White 12 pack			100	2.27	50	2.79	20	1.75			820	2.42	
	Brown 12 pack			320	3.01			80	3.12			1,150	2.76	
Y	VEGETARIAN FED													
	White 12 pack			120	2.50			30	2.99			50	2.50	
	Brown 12 pack			20	2.84			190	2.68	230	2.99	330	2.84	

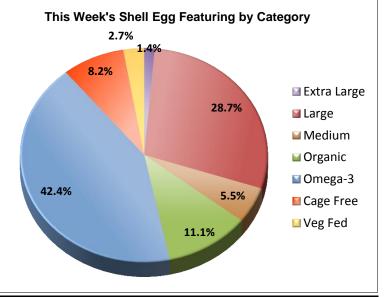
	ggs - Grade A or b	etter, avg. feature p	rice converted to \$/d	ozen	
1.45					1.40
1.25			1.29		
1.20	1.16	1.22		1.22	
Jun 29-Jul-05	Jul 06-12	Jul 13-19	Jul 20-26	Jul 27-Aug-02	Aug 03-09

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/		
Regular	1,540	5,110	2,890	Large Eggs on		
Specialty	3,300	2,080	5,220	Jul-30-2012		
Total (includes MD)	5,120	7,620	8,330	394.5		
Special Rate 4/:	9.4%	7.1%	1.6%	up 7.6%		

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is down significantly from last week's very active period. The average price of Grade A or better Large eggs is sharply higher, however, consumers can take advantage of an increase in "no price" incentives to compensate for rising price levels. Ads for Medium eggs are holding a solid place in circulars as the weather situation makes them more available to grocers. Features for Extra Large eggs continue to elude shoppers. Promotional activity for specialty shell eggs is higher than a week ago. Omega-3 eggs are most commonly featured and are heavy promoted in Eastern regions, lackluster elsewhere. Other specialty types are maintaining a steady pace. Featuring of liquid egg products is on the rise and they are commanding slightly more ad space than their shelled counterparts.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

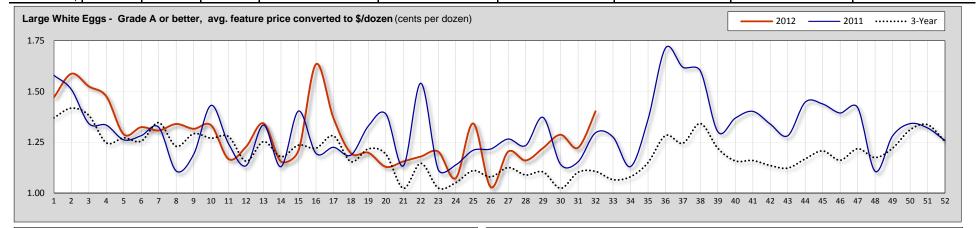
		NORTH (CT,DE,MA,MD,ME	EAST U.S. E,NH,NJ,NY,PA,R	tl,VT)		EAST U.S. IC,SC,TN,VA,WV)	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
	eature Rate 17 ctivity Index 4		sampled outlets	3	48.2% of 6,000	sampled outlets '0 (includes Medium)	12.8% of 4,000 sampled outlets Activity Index = 300 (includes Medium)					
CLASS		EXTRA LARGE		RGE	EXTRA LARGE	LARGE	EXTRA LARGE	LARGE				
	Mileter 40 marsh	Price Range Stores Avg 3/	, ,	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range S	Stores	Avg 3/		
USDA	White 12 pack White 18 pack		1.88	10 1.88								
GRADE	Brown 12 pack											
AA	MEDIUM	White 12 pack			White 12 pack		White 12 pack					
	White 12 pack	1.50 70 1.50		60 1.09	Willie 12 pack	0.98 - 0.99 30 0.98	William 12 pack	0.89 - 1.49	180	1.09		
USDA	· ·		1.69 - 2.75	270 2.08		1.99 80 1.99		1.98 - 1.99	20	1.99		
GRADE	· ·		1.00 2.70	2.0 2.00								
Α	MEDIUM	White 12 pack White 30 pack		10 0.77	White 12 pack White 30 pack	0.88 - 0.98 40 0.93	White 12 pack White 30 pack	0.80 - 1.00	40	0.93		
USI	DA ORGANIC	·			·		·					
	White 12 pack		2.50	240 2.50								
S	Brown 12 pack		2.99 - 4.98	140 4.41		3.99 190 3.99						
РОМ	EGA-3											
c	White 12 pack	2.99 20 2.99	1.99 - 2.69	700 2.50		2.00 - 2.29 1,230 2.24		2.27	10	2.27		
ĭ	Brown 12 pack											
A CA	GE-FREE											
L	White 12 pack		1.50 - 2.99	100 2.27								
Т	Brown 12 pack		2.49 - 3.59	280 3.01				2.50 - 3.79	40	3.08		
YVEG	SETARIAN FED											
	White 12 pack		2.50	120 2.50								
	Brown 12 pack	SOUTH C	ENTRAL U.S	10 2.39	SOUTHY	VEST U.S.	NORTH	2.50 - 3.79 WEST U.S.	10	3.29		
				LIT\								
	eature Rate 1/	(AR,AZ,CO,KS,L/	sampled outlets	•		HI, NV)	(AK,ID,MT,OR,WA,WY) 3.7% of 1,200 sampled outlets					
	ctivity Index 2/	Activity Index = 43	•			sampled outlets) (includes Medium)	Activity Index = 40 (includes Medium)					
	White 12 nack	Activity index = 43	(includes wed	ium)	Activity index = 750	1.49 - 1.79 330 1.76	Activity index = 4	10	0.88			
USDA	White 18 pack		1.69 - 1.75	50 1.74		2.00 - 2.39 130 2.04		0.88 1.27 - 1.75	30	1.63		
GRADE	Brown 12 pack		1.09 - 1.73	30 1.74		1.49 40 1.49		1.27 - 1.75	30	1.00		
AA	MEDIUM	White 12 pack			White 12 pack	0.89 - 1.00 140 0.99	White 12 pack					
	White 12 pack		1.25	70 1.25		3.79 10 3.79						
USDA	·		1.69 - 2.19	140 2.07								
GRADE	·					1.99 10 1.99						
Α	MEDIUM	White 12 pack White 30 pack		20 0.96	White 12 pack White 30 pack	2.50 30 2.50	White 12 pack White 30 pack					
USI	DA ORGANIC	'					·					
6	White 12 pack											
S	Brown 12 pack											
E OM	EGA-3											
c	White 12 pack		2.33 - 2.50	150 2.38		2.50 60 2.50						
1	Brown 12 pack											
A CA	GE-FREE											
L	White 12 pack											
T	Brown 12 pack											
YVEG	SETARIAN FED White 12 pack											
	Brown 12 pack											
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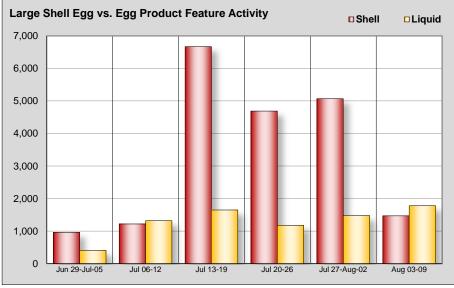


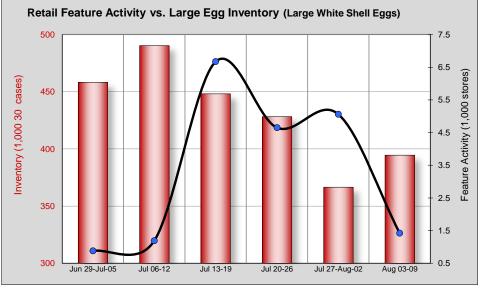
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Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/03 thru 08/09. (prices in dollars per carton)

EGG	THIS	THIS LAST		NORTHEAST		SOUTHEAST		MIDW	MIDWEST		SOUTH CENTRAL		SOUTHWEST		WEST
PRODUCTS	WEEK	WEEK	YEAR	NORTHEAST		SOUTHEAST		INIIDAAESI		300TH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	5.4%	6.4%	14.2%	10.0% of 4,400 sampled		10.5% of 6,000 sampled		0.7% of 4,000 sampled		3.1% of 4,000 sampled		0.0% of 2,900 sampled		0.0% of 1,200 sampled	
2/ Activity Index	1,780	1,480	3,380	Activity Index = 1,170		Activity Index = 450		Activity Index = 30		Activity Index = 120		Activity Index = 10		Activity Index = 0	
	Stores Avg 3	Stores Avg 3	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	600 2.65	1,250 1.77	7 2,270 2.23	2.50 - 2.79	490 2.65			2.50 - 2.76	30 2.64	2.69	70 2.69	2.49	10 2.49		
32 oz. crtn	890 4.79	190 4.50	980 3.30	3.50 - 4.99	390 4.59	3.50 - 4.99	450 4.95			4.99	50 4.99				
3 - 4 oz. cup	290 2.76	40 2.79	130 2.83	1.99 - 2.79	290 2.76										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.